

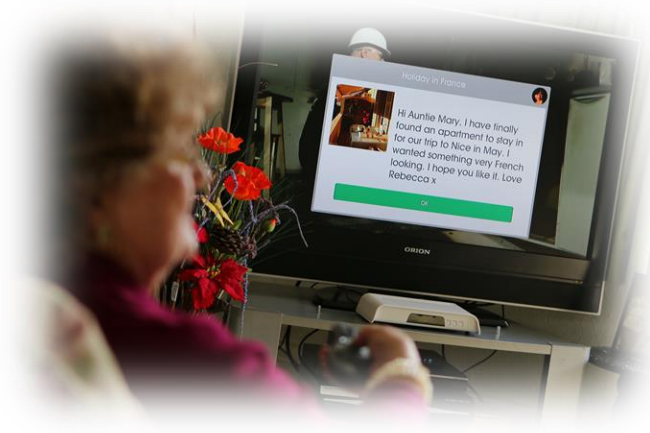
Care Messenger



For:

Care Facilities – Social Housing – Care and Support Providers – Retirement Villages – Sheltered Housing – Independent Living – Hospitals (bedside TVs)

In Partnership with:



Background – digital exclusion

80% >75s do not use a smartphone. ONS: **Over 70% of the over 70s do not and will not use ‘second screens’** of any kind - only TV which they are fully familiar with.

20% of the population do not and will not use the internet rising to 50% for the over 75s and disabled. Reason: “too complicated”; “cost of access”

*In a world of instant and rich media communication, families and healthcare workers across the world currently have **no way of communicating digitally** with their loved ones, clients, and patients*

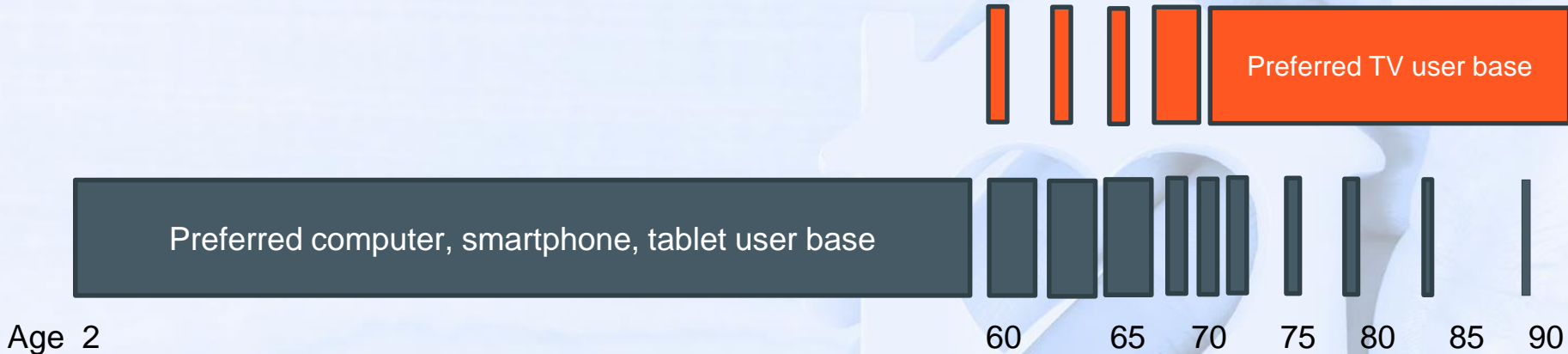
Preferred screen use over time ...



LG Business Solutions



5m UK
30m USA
300m globally



Age 2

Background – *social exclusion*



According to Age UK, more than **2 million people in the UK over the age of 75 live alone**, and more than a million older people say they go for over a month without speaking to a friend, neighbour or family member.

“More than 4m people only have TV as a friend” (Health Secretary)

Background – *challenges with mobile devices*



LG Business Solutions



- ❑ Generally resistant to learning new things, particularly new tech
 - ❑ Loss of dexterity and reduced motor-coordination makes it difficult to work with smaller mobile devices
 - ❑ Tremors, arthritis etc and decreased blood flow makes using touch-screen devices difficult and less responsive
 - ❑ Poorer eye sight (common feature of ageing) means they struggle with the small print and graphics on mobile devices
-

Background – *increased longevity*



As longevity has increased dramatically and average **life expectancy has rocketed from age 65 in the 1960s to over 80 in the West and over 90 in Asian countries** these two scenarios of **the elderly being TV-centric and not internet savvy are set to persist for 15-20 years.**

Background – *older people left behind*



*“We’re all used to sharing photos, videos on Whats App, Facebook, Snapchat – social media has become a major part of our lives and it’s how we relate. But the **elderly demographic have been left behind** with these things which depletes their social connection and adds to their isolation”.*



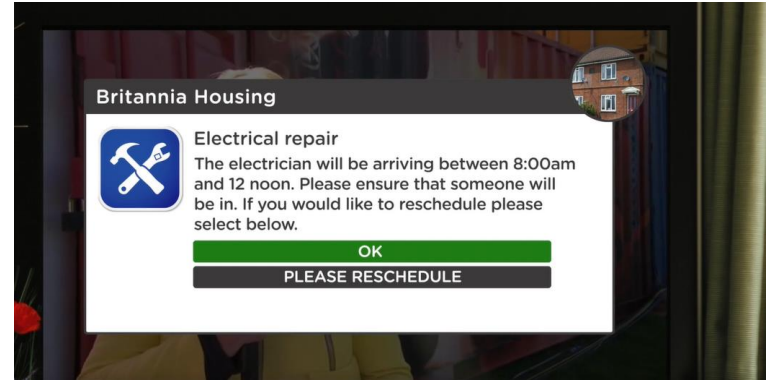
Where everyone else is asking “**how do we *get the elderly* to use existing smart mobile devices [which they resist] ?**”, we are asking “**how can we *bring messaging* and all the features modern tech devices open up, to the **one device they’re already comfortable with – the TV?**”**

Where everyone else is asking “**how do you monitor elderly activity and look out for their physical safety?**”, we are asking “**how can we use tech to connect with the elderly **socially**, and look after their **psychological and social needs** and wellbeing?”**

Care Messenger



Care Messenger® turns the TV into a simple two-way communication channel that allows individualised or generic messages to be sent direct-to-TV (overlying the content) with **text, images and video** and receive a simple response back. No need to change channel or inputs. Messages can't be missed!



Care Messenger users



RELEVANT TO (RECIPIENTS):

- ✓ Elderly residents
- ✓ General needs
- ✓ Learning Difficulties
- ✓ Mental Health
- ✓ Disabled
- ✓ Early Dementia/Alzheimer's

RELEVANT TO (SENDERS) :

- ✓ Housing management
 - ✓ Wardens
 - ✓ Carers
 - ✓ Health professionals
 - ✓ Family supporters
-

Key aims: Customer value – organisation efficiency



LG | Business
Solutions



Increasing **organisational efficiency** and **delivering cost benefit** while ...

adding value for customers – a powerful **communication link for families** to their loved ones connecting them digitally and socially

Trial customer research ...



Independent market research (Ampersand) sample: 169 shows that:

74% of family members like **Care Messenger®** and

52% of those would be prepared to pay for the system to connect with their elderly relatives

Trial customer research ...



Independent market research (Loughborough University) shows that:

20% confidence level of elderly before using **Care Messenger®**

81% confidence level after using it for two months with significant and visible signs of increased wellbeing

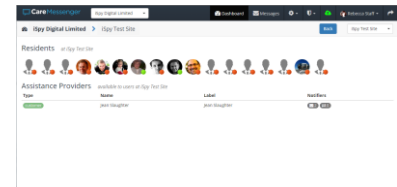
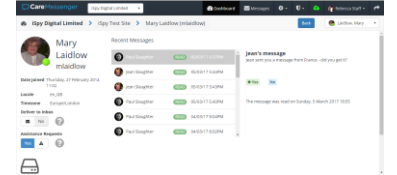
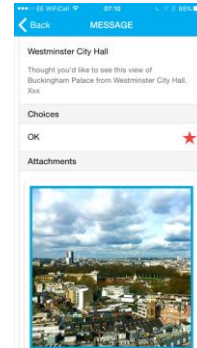
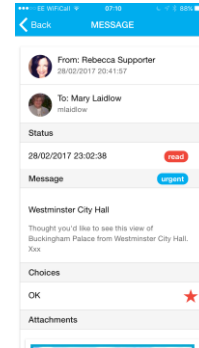
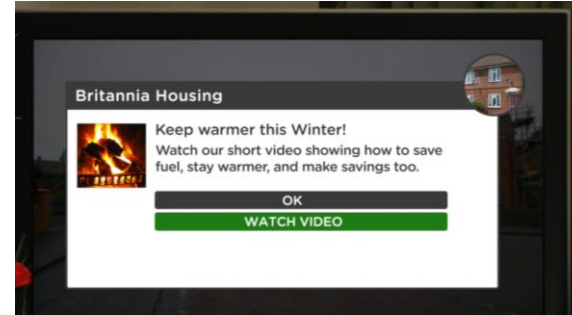
How are the messages sent to the TV?

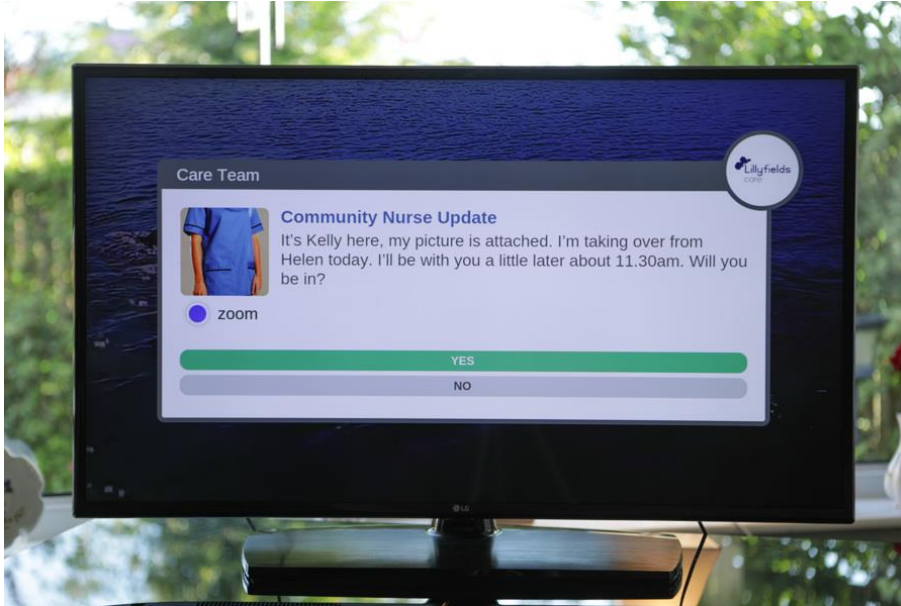


Business Solutions



- ❑ From our free mobile apps (iOS or Android)
- ❑ From our messaging dashboard
- ❑ Via our flexible API, integrated with your own data platform
- ❑ Messages can be scheduled and recurring for specific times in advance





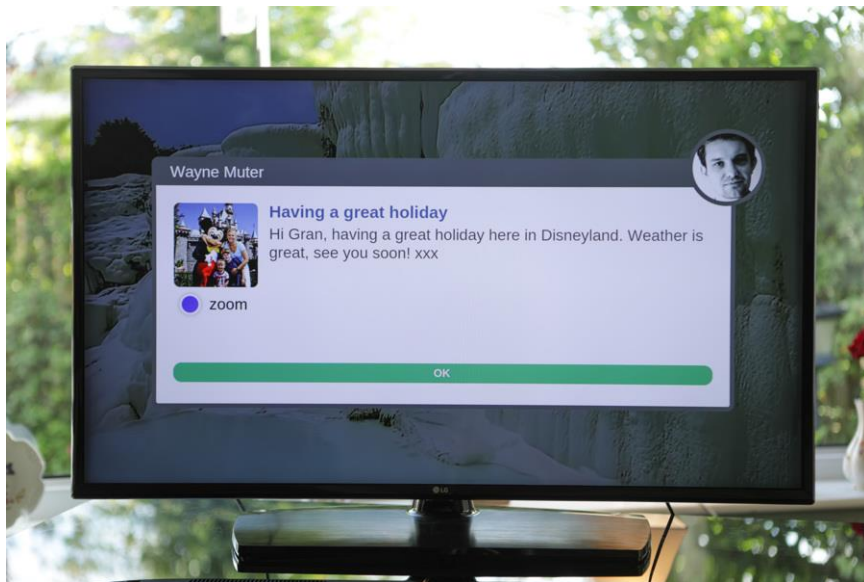
Care Messenger

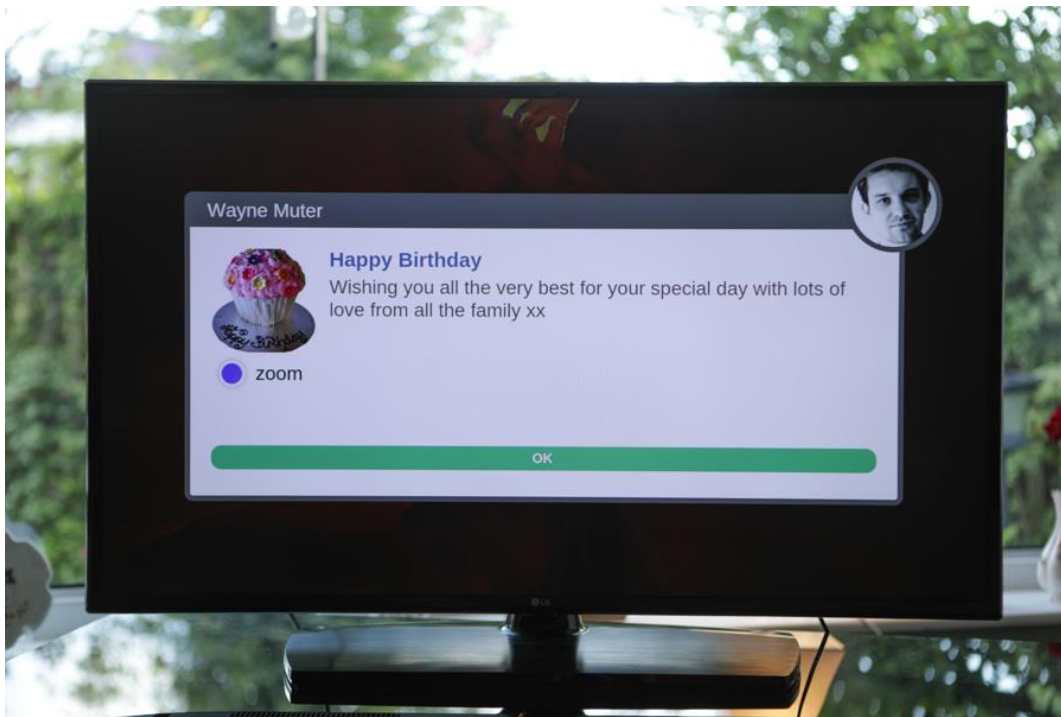
Relief carer message with photo ID



Care Messenger

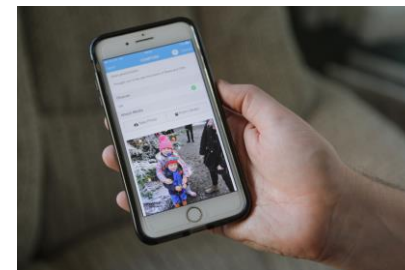
Family message with
zoomed photo





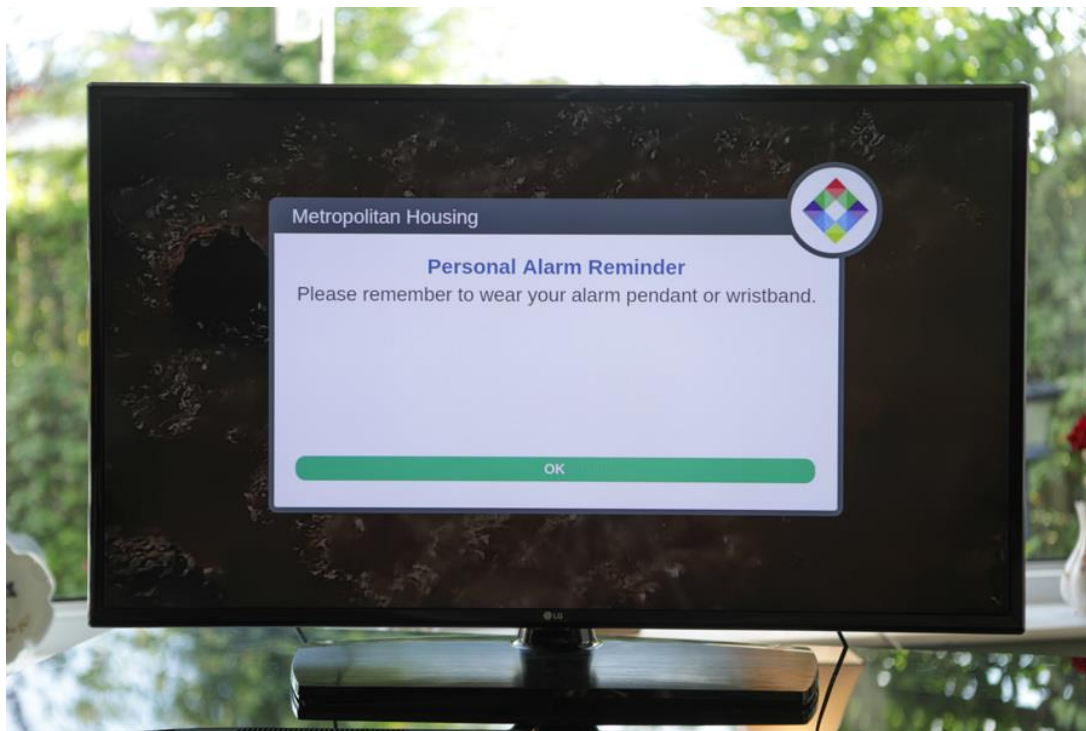
Care Messenger

Happy birthday
message with image



Care Messenger Daily wellbeing check





Care Messenger

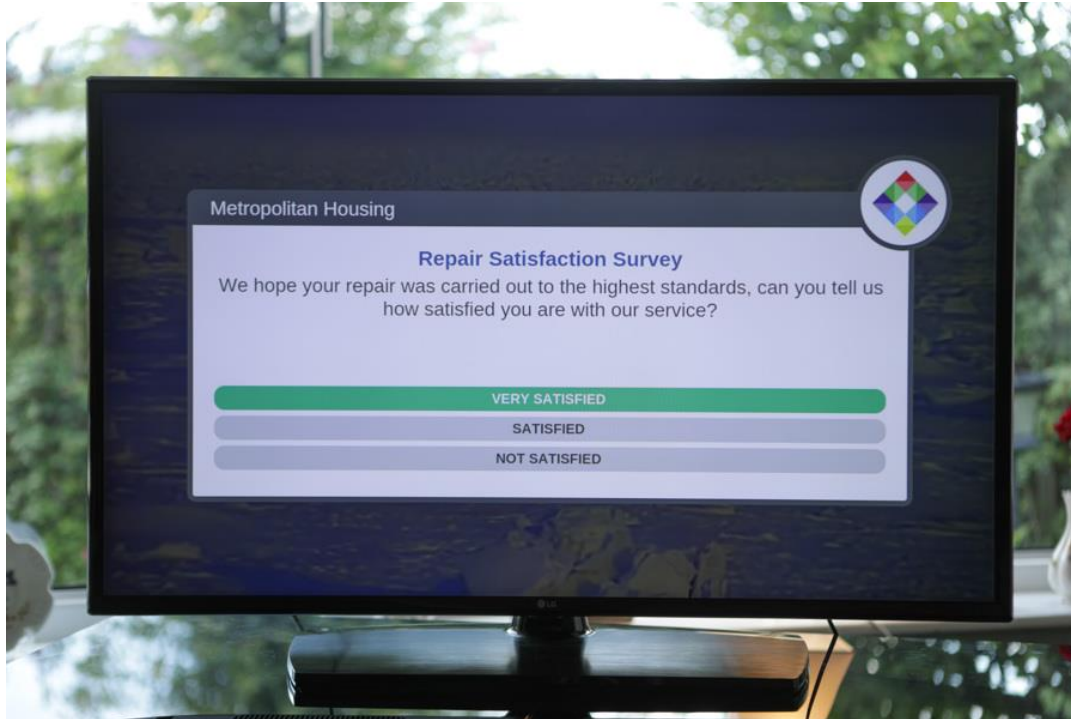
Reminder to wear alarm
pendant

“92% of calls to emergency response monitoring centres are non-emergency”

Care Messenger

Assistance request selection at the touch of a button – sends auto-email to appropriate team

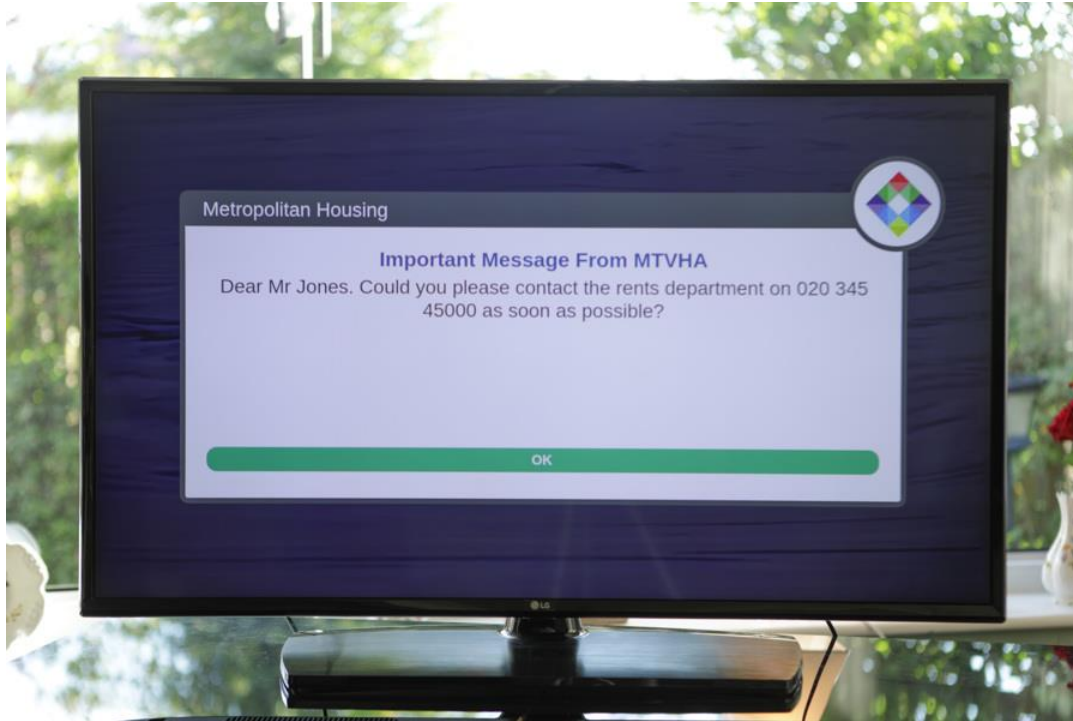




Care Messenger

Repairs satisfaction survey





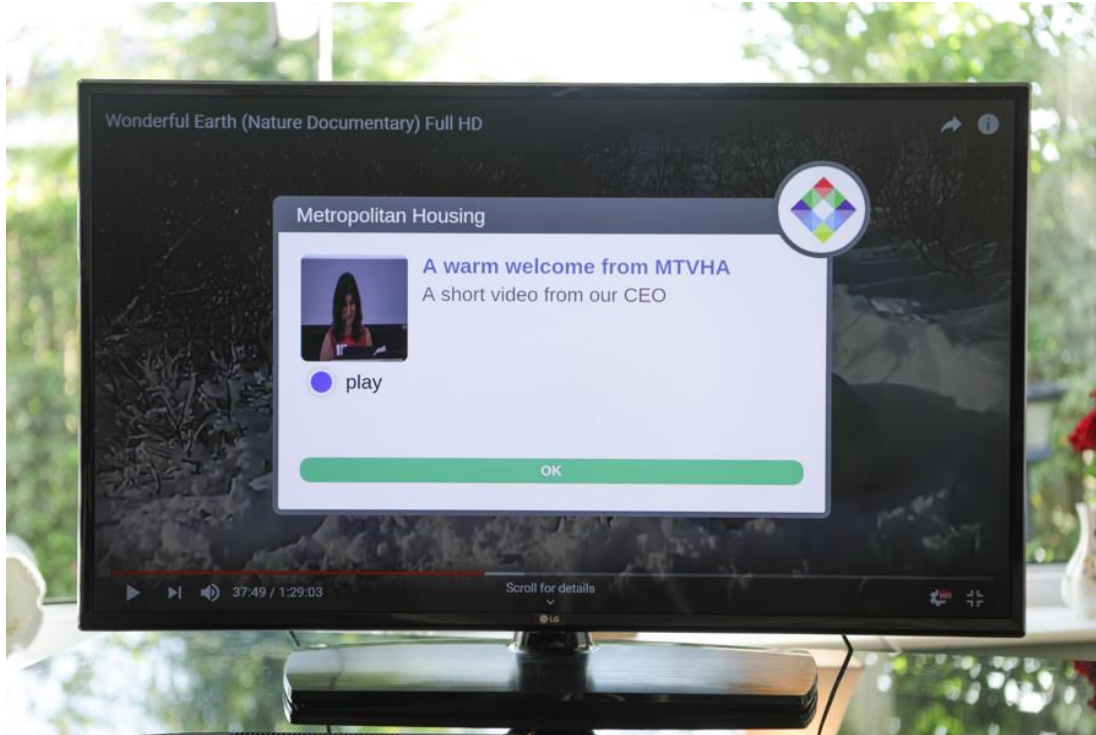
Care Messenger Rent reminder message





Care Messenger Message Alert option





Care Messenger

A welcome video
message from the CEO





Care Messenger
Video conferencing or
two-way video chat
direct from CM mobile
app to TV





Care Messenger

Video door bell
integration – camera
triggers picture to pop
up on TV

Features



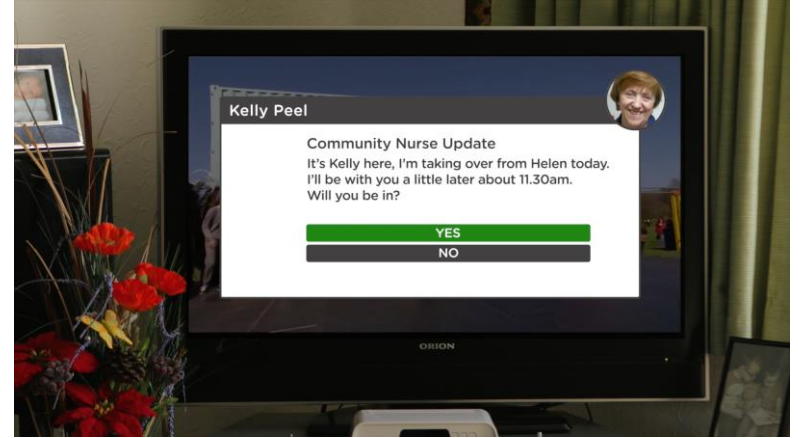
- ❑ Sends messages, pictures, and videos straight to a television screen in real time or scheduled
- ❑ Appears during programmes so you'll know the message is seen
- ❑ Send unlimited messages, pictures and video
- ❑ Unlimited users – keep in touch with landlords, healthcare professionals, family
- ❑ Free app for Android and Apple iOS for sending and logging messages and responses



- ❑ Flexible API to integrate with a range of organisation back end systems including care and support monitoring, rent, repairs, Telecare and Telehealth devices

Features

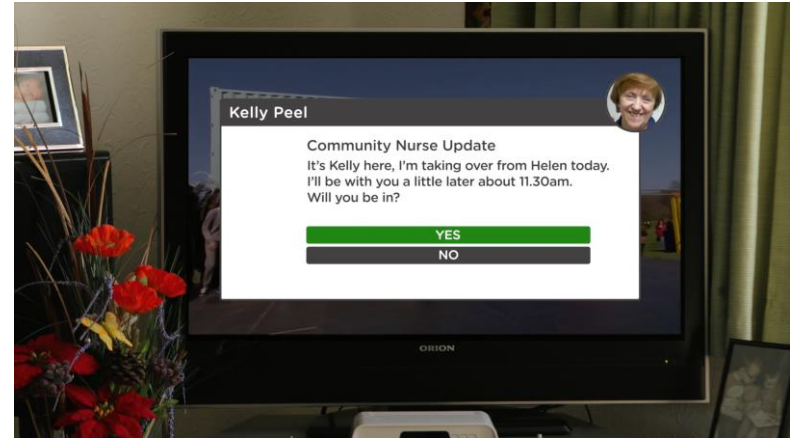
- ❑ Messages are marked 'delivered,' 'pending' or 'read' and time stamped when the recipient responds
- ❑ Three levels of permissions are available to organisations
- ❑ Recipients can view past messages on the TV from a Message History page and images are stored and arranged into an image gallery page for separate viewing.
- ❑ Send urgent messages to instantly overlay TV programmes, or an alert 'bubble' for recipients to open messages at their leisure



- ❑ An 'Assist' feature allows service users at the touch of a button to automatically send an email to one or more supporters (family member, scheme warden, rental enquiry, carer, repairs etc)
- ❑ Create your own multiple choice responses (up to five)

Common applications

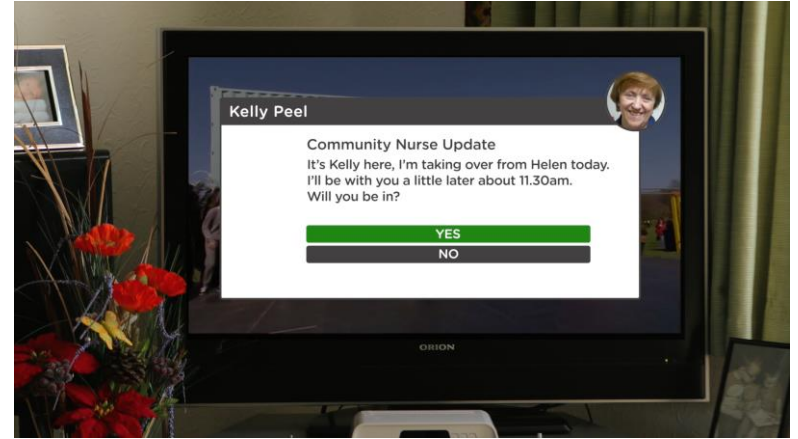
- ❑ Wardens can keep in touch with tenants across multiple schemes increasing vital communications
- ❑ Carers can communicate directly with individual residents to provide updates on their visits
- ❑ Management can use the system for surveys and save money on expensive postal communications with responses automatically recorded and compiled electronically
- ❑ Housing organisations can use the system for rent reminders or account statements, for rent repair communications, for video updates or 'what's on' and information on service provision



- ❑ Inform residents of tradesmen calling for repairs and use the system for resident satisfaction responses or confirmation of the work carried out
- ❑ Send messages to all residents or in selected 'groups'

Common applications

- ❑ Save on abortive calls by sending a simple message in advance of a visit with a response to confirm that residents are in
- ❑ Send news bulletins and announcements to improve tenant engagement
- ❑ Send regular short videos from management to promote your care services and enhance the experience of residents
- ❑ Staff can download our free app from the Apple or Android stores, use our management web-based dashboard, or easily integrate with our API to link to their own systems



- ❑ Unlimited app users and messages
- ❑ Housing organisations can send annual reports or other information direct to the TV potentially saving printing and postage costs

Integrated package ...



Business Broadband in all individual apartments



Smart TV: 32", 43", or 49", 55" (3-year warranty) with Care Messenger application embedded



Installation of TV, mounting kit



Maintenance and support



Training

All this on a 3-year contract for circa

£21 per month ex broadband

(MOQ applies)

£34 per month per apartment

(MOQ applies)

Contact details



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